



WSYX Columbus  
1261 Dublin Rd  
Columbus, OH 43215

## Contract # 1391113

**Schedule Dates** 10/11/12-10/14/12  
**Advertiser** National Republican Senatorial Committee-Josh M  
**Agency** Strategic Media-Washington DC (2065)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** NRSC/Mandel (479383)  
**Salesperson** Millennium/DC, Washington DC (1108)  
**Sales Office** Millennium Washington DC  
**Buyer Name** WILLIAMS, NEIL  
**Phone/Fax** /  
**CPE** N/A  
**Account Types** National/Political Candidate Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** NRSC/MANDEL  
JARED SALLES

**Date Entered** 10/09/12  
**Last Modified** 10/09/12  
**Entered By** Melody Margolin  
**CO-OP** No  
**Headline #** ECR09838305  
**Demo** A35+R  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$2,955.00  
**Net Total** \$16,745.00  
**Sales Tax**

## Columbus (WSYX)

| By Broadcast Month  | Spots     | Rate               |
|---------------------|-----------|--------------------|
| Oct. 2012           | 31        | \$19,700.00        |
| <b>Grand Total:</b> | <b>31</b> | <b>\$19,700.00</b> |

Strategic Media-Washington DC  
3299 K Street, NW  
Suite 200  
Washington, DC 20007

| Line | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times            | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate     | Total      | Station         | Comments         | Entered |
|------|--------------------------------|-------------------|-----|--------|----------------------|-----|----|----|----|----|----|----|----|-------|----------|------------|-----------------|------------------|---------|
| 1.0  | Normal Line / SPOT (1)         | 10/11/12-10/12/12 | 3   | :30    | 5:30A- 5:57A (EST)   |     |    |    |    | 1  | 1  |    |    | 2     | \$75.00  | \$150.00   | Columbus (WSYX) | NEWS             | 10/9/12 |
| 2.0  | Normal Line / SPOT (2)         | 10/11/12-10/12/12 | 3   | :30    | 5:58A- 6:30A (EST)   | 1   |    |    |    | X  | X  |    |    | 1     | \$300.00 | \$300.00   | Columbus (WSYX) | NEWS             | 10/9/12 |
| 3.0  | Normal Line / SPOT (3)         | 10/11/12-10/12/12 | 3   | :30    | 6:30A- 6:57A (EST)   | 1   |    |    |    | X  | X  |    |    | 1     | \$300.00 | \$300.00   | Columbus (WSYX) | NEWS             | 10/9/12 |
| 4.0  | Normal Line / SPOT (4)         | 10/11/12-10/12/12 | 3   | :30    | 6:58A- 8A (EST)      | 1   |    |    |    | X  | X  |    |    | 1     | \$300.00 | \$300.00   | Columbus (WSYX) | GMA              | 10/9/12 |
| 5.0  | Normal Line / SPOT (5)         | 10/11/12-10/12/12 | 3   | :30    | 7:58A- 9A (EST)      | 1   |    |    |    | X  | X  |    |    | 1     | \$300.00 | \$300.00   | Columbus (WSYX) | GMA              | 10/9/12 |
| 6.0  | Normal Line / SPOT (6)         | 10/11/12-10/12/12 | 3   | :30    | 12P- 12:56P (EST)    | 2   |    |    |    | X  | X  |    |    | 2     | \$350.00 | \$700.00   | Columbus (WSYX) | NEWS             | 10/9/12 |
| 7.0  | Normal Line / SPOT (7)         | 10/11/12-10/12/12 | 3   | :30    | 4P- 4:30P (EST)      |     |    |    |    | 1  | 1  |    |    | 2     | \$400.00 | \$800.00   | Columbus (WSYX) | JUDGE JUDY       | 10/9/12 |
| 8.0  | Normal Line / SPOT (8)         | 10/11/12-10/12/12 | 3   | :30    | 4:30P- 5P (EST)      |     |    |    |    | 1  | 1  |    |    | 2     | \$400.00 | \$800.00   | Columbus (WSYX) | JUDGE JUDY       | 10/9/12 |
| 9.0  | Normal Line / SPOT (9)         | 10/11/12-10/12/12 | 3   | :30    | 5P- 5:30P (EST)      |     |    |    |    | 1  | 1  |    |    | 2     | \$900.00 | \$1,800.00 | Columbus (WSYX) | NEWS             | 10/9/12 |
| 10.0 | Normal Line / SPOT (10)        | 10/11/12-10/12/12 | 3   | :30    | 5:30P- 5:58P (EST)   |     |    |    |    | 1  | 1  |    |    | 2     | \$900.00 | \$1,800.00 | Columbus (WSYX) | NEWS             | 10/9/12 |
| 11.0 | Normal Line / SPOT (11)        | 10/11/12-10/12/12 | 3   | :30    | 5:58P- 6:30P (EST)   |     |    |    |    | 1  | 1  |    |    | 2     | \$800.00 | \$1,600.00 | Columbus (WSYX) | NEWS             | 10/9/12 |
| 12.0 | Normal Line / SPOT (12)        | 10/11/12-10/12/12 | 3   | :30    | 7:28P- 7:57P (EST)   |     |    |    |    | 1  | 1  |    |    | 2     | \$600.00 | \$1,200.00 | Columbus (WSYX) | ACCESS HOLLYWOOD | 10/9/12 |
| 13.0 | Normal Line / SPOT (13)        | 10/11/12-10/12/12 | 3   | :30    | 11:01P- 11:34P (EST) |     |    |    |    | 1  | 1  |    |    | 2     | \$700.00 | \$1,400.00 | Columbus (WSYX) | NEWS             | 10/9/12 |
| 14.0 | Normal Line / SPOT (14)        | 10/11/12-10/12/12 | 3   | :30    | 11:35P- 12:04A (EST) |     |    |    |    | 1  | 1  |    |    | 2     | \$500.00 | \$1,000.00 | Columbus (WSYX) | NIGHTLINE        | 10/9/12 |

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WSYX Columbus  
1261 Dublin Rd  
Columbus, OH 43215

Strategic Media-Washington DC  
3299 K Street, NW  
Suite 200  
Washington, DC 20007

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|------|--------------------------------|-------------------|-----|--------|----------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|-----------------|------------|---------|
| 15.0 | Normal Line / SPOT (15)        | 10/13/12-10/13/12 | 3   | :30    | 7:58A- 9A (EST)      |     |    |    |    |    |    | 1  |    | 1     | \$250.00   | \$250.00   | Columbus (WSYX) | GMA SAT    | 10/9/12 |
| 16.0 | Normal Line / Football (16)    | 10/13/12-10/13/12 | 3   | :30    | 3:30P- 7P (EST)      |     |    |    |    |    |    | 1  |    | 1     | \$2,600.00 | \$2,600.00 | Columbus (WSYX) | NCAA FBALL | 10/9/12 |
| 17.0 | Normal Line / Football (17)    | 10/13/12-10/13/12 | 3   | :30    | 7:58P- 11:30P (EST)  |     |    |    |    |    |    | 1  |    | 1     | \$2,500.00 | \$2,500.00 | Columbus (WSYX) | NCAA FBALL | 10/9/12 |
| 18.0 | Normal Line / SPOT (18)        | 10/13/12-10/13/12 | 3   | :30    | 11:35P- 12:05A (EST) |     |    |    |    |    |    | 1  |    | 1     | \$500.00   | \$500.00   | Columbus (WSYX) | NEWS       | 10/9/12 |
| 19.0 | Normal Line / SPOT (19)        | 10/14/12-10/14/12 | 3   | :30    | 7:58A- 9A (EST)      |     |    |    |    |    |    |    | 1  | 1     | \$250.00   | \$250.00   | Columbus (WSYX) | GMA SUN    | 10/9/12 |
| 20.0 | Normal Line / SPOT (20)        | 10/14/12-10/14/12 | 3   | :30    | 5:58P- 6:30P (EST)   |     |    |    |    |    |    |    | 1  | 1     | \$450.00   | \$450.00   | Columbus (WSYX) | NEWS       | 10/9/12 |
| 21.0 | Normal Line / SPOT (21)        | 10/14/12-10/14/12 | 3   | :30    | 11:01P- 11:34P (EST) |     |    |    |    |    |    |    | 1  | 1     | \$700.00   | \$700.00   | Columbus (WSYX) | NEWS       | 10/9/12 |

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments: